

ABSTRACT OF THE DISCLOSURE

The merchandise planning and development system includes a WWW server 33 for informing many and unspecified customers 3_1 to 3_n of merchandise planning and development information about planning and/or development of new merchandise through the Internet 20, and a news server 35 for collecting the opinion information of the customers 3_1 to 3_n looking up the merchandise planning information through the Internet 20. The WWW server 33 informs the customers 3_1 to 3_n of the merchandise information suited to the needs of the customers on the basis of the opinion information by way of the Internet 20.